

Pinterest 101



Welcome to 'Pinterest 101', one of the training modules from Community Literacy of Ontario's *Social Media Marketing* project.

This project is designed to develop resources to help Ontario's literacy agencies, and others, use social media for marketing.

[Click here](#) to access our resources.

What is Pinterest?

So, just what is [Pinterest](#)? [Wikipedia](#) provides an excellent definition: "*Pinterest is a pinboard-style photo-sharing website that allows users to create and manage theme-based image collections such as events, interests, and hobbies.*"

In Community Literacy of Ontario's survey of the social media needs and interests of Ontario's community literacy agencies, Pinterest was often identified as a technology that people were very interested in learning more about. We are happy to oblige!



Pinterest is an amazing resource for enjoyment, sharing, learning, and marketing. The saying "*a picture paints a thousand words*" is well-illustrated by Pinterest. People and organizations can create boards to post, organize and share photos and videos on an infinite variety of topics. They can also use Pinterest to showcase their work, causes, and passions. Interested stakeholders can pin and re-pin pictures, and follow boards, people, organizations, or causes of interest. Pinterest can be effectively used with people who prefer to learn visually.

Pinterest is both fun and easy to use. In fact, Pinterest is such a great tool, that we would venture to say that it borders on being addictive!

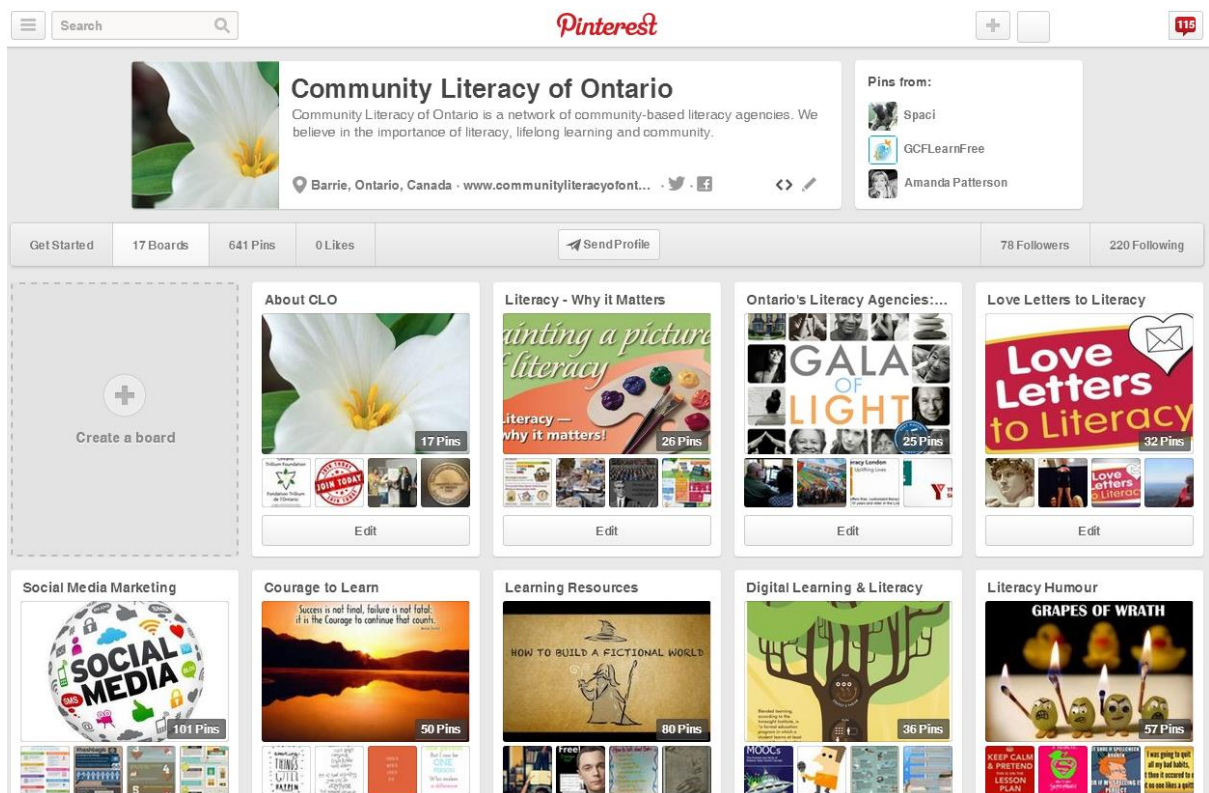


Pinterest 101



Literacy organizations can use Pinterest in a wide variety of ways, including to promote their services to adult learners, other service providers, their communities, donors and funders; to raise awareness of literacy; to showcase fundraising and community events; and much more besides.

To illustrate how Pinterest can be effectively used in literacy, Community Literacy of Ontario created its own Pinterest account. In this module, we will walk you through the creation of a Pinterest account using a step-by-step, highly visual process. You can find CLO's account at: www.pinterest.com/love4literacy/



How do I use Pinterest?

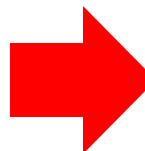
GCF LearnFree.org offers a great online resource called [Pinterest 101](#) that takes you through what Pinterest is, how it works, and how to create an account.

However, in order to walk you through it, Community Literacy of Ontario set up its own Pinterest account in order to demonstrate how to do it using a step-by-step process.

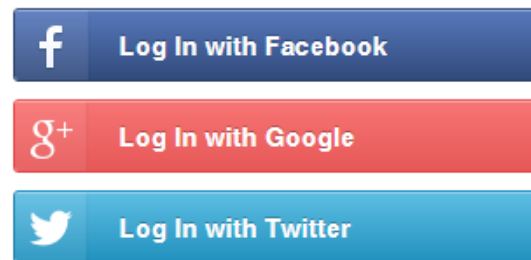
Pinterest sometimes modifies the process for setting up accounts. Always be sure to check back directly with Pinterest for the latest information.
Here is the link to "[Pinterest for Business: Getting Started](#)."

Step 1: Create Your Pinterest Account

- Start by going to Pinterest's homepage at www.pinterest.com/
- If you already have an account Pinterest will give you several choices for accessing your account: signing up with Facebook, Twitter, Google, or email.
- To set up a NEW account as a nonprofit organization, click the "Are you a business? Get started here" button.



Log In to Pinterest



Are you a business? Get started here

Forgot your password?
Sign up now

Log In

Pinterest 101



- You will be directed to the “[Join as a business](#)” section of Pinterest.
- You can then create your new account in just a few easy steps, by filling out the information, as requested below.
- Under “Email Address”, we used the name and email address of the person who is normally responsible for CLO’s social media accounts.
- Under “Business Type”, we selected “Institution/Nonprofit”.
- Pinterest will send a message to that email account, asking for it to be confirmed.
- Once all fields were filled in, just click “Create Account”.

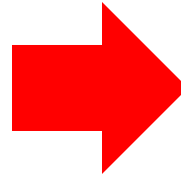
A screenshot of the Pinterest website's "Join as a business" form. The form is white and centered on a dark background. At the top, the Pinterest logo is in white script, followed by the heading "Grow your business with Pinterest" in white bold text. Below the heading are five input fields: "Email address", "Password", "Business name", "Select a business type" (a dropdown menu with a downward arrow), and "Website (optional)". Below the fields, there is a line of text: "Creating an account means you're okay with Pinterest's Business Terms of Service and Privacy Policy." At the bottom of the form is a red button with the text "Create account" in white.

Pinterest 101



Step 2: Determine Your Account Settings

At the top right of your new Pinterest Page, find your account settings. They can be accessed by clicking the wheel, or the down arrow beside the wheel.



Under account settings you will find four important sections to set up your new Pinterest account:

1. Business Account Basics
2. Profile
3. Notifications
4. Social Networks

Business Account Basics

Most of the information in “Business Account Basics” was already covered when you first registered your account in Step 1. New items to fill out include:

- Language
- Country
- Contact Name
- Search Privacy
- Search History



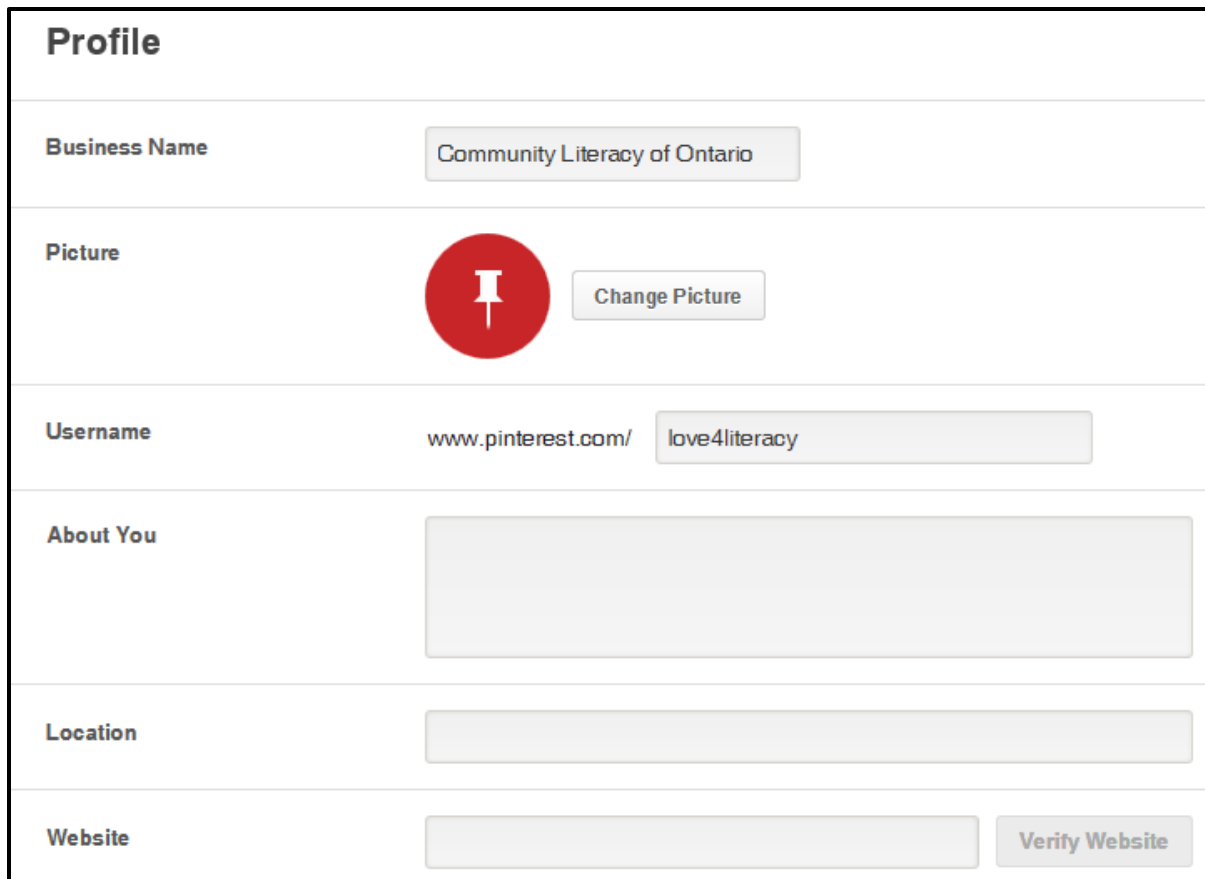
Should you ever choose to deactivate your account, it is under this section that you would be able to do this.



Profile

Setting up your account “Profile” is an important step in personalising your new Pinterest account. The components of your “Profile” are:

- Name
- Picture
- Username
- About You
- Location
- Website



The screenshot shows the Pinterest Profile settings page. It includes the following fields and options:

- Business Name:** Community Literacy of Ontario
- Picture:** A red circular profile picture placeholder with a white pushpin icon and a "Change Picture" button.
- Username:** www.pinterest.com/ love4literacy
- About You:** A large empty text area for a bio.
- Location:** An empty text input field.
- Website:** An empty text input field with a "Verify Website" button.

To learn more about how to use Pinterest’s Account Settings, view this excellent [resource](#) from GCF LearnFree.

Pinterest 101



Here are several tips for setting up your account profile:

- For picture, we selected our standard social media logo, the trillium, for immediate brand recognition across all of our social media channels
- For your Pinterest user name, pick a name that reflects your organization and mission. We selected “Love4Literacy” (or www.pinterest.com/love4literacy/) which expresses our mission, but also mirrors our Twitter name for consistency. You will need to find a unique name; one not already in use by another organization.
- Under “About Us”, you have 160 characters to write a brief summary of your organization and its mission. You can edit this description whenever you choose. Here is what we wrote:



Community Literacy of Ontario

Community Literacy of Ontario is a network of community-based literacy agencies. We believe in the importance of literacy, lifelong learning and community.

Barrie, Ontario, Canada · www.communityliteracyofont... ·  ·  <> ✎

Notifications

Under “Notifications” you select whether you want to be notified when other Pinner choose to pin or like your Pins, follow your boards, or send you a message. Also under “Notifications” you can select whether you want Pinterest to send you Pins and Boards you might like, weekly inspiration, tips, and announcements.

Social Networks

Under “Social Networks” you can chose whether to connect your Pinterest account with any other social media accounts you may have such as Facebook, Twitter, and Google+. Further, you can decide whether you want to log into Pinterest using your other social media accounts, and whether you want to connect via Gmail, Yahoo or Hotmail.

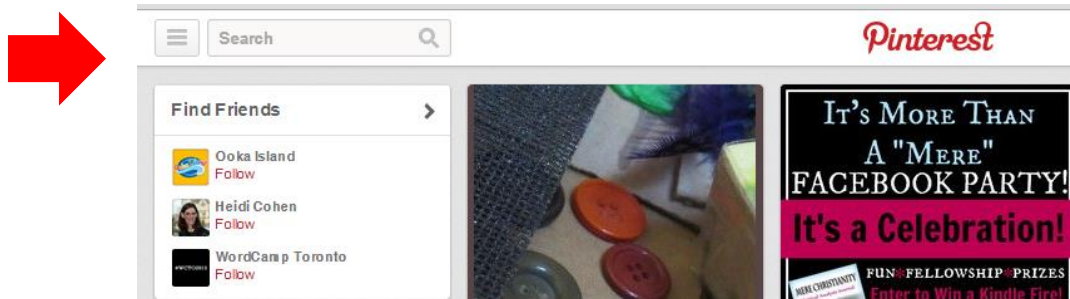


Step 3: Follow Boards of Interest

Next you will want to start following other relevant boards on Pinterest. There are many ways to find great boards and we will share a few of our favourite ways to get you started.

Use the Search Function

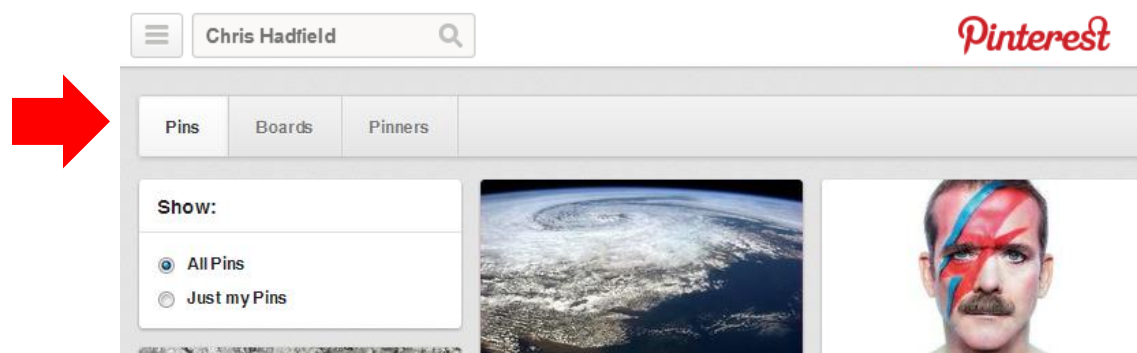
A great way to find boards of interest is by using the search function of Pinterest.



You can use Pinterest's search function to look for any topic you choose. Just type in your topic of interest and begin your search.

However, you need to be careful to search under a category that suits your needs. There are three search categories: *All Pins*, *Your Pins*, *Pinner*s and *Boards*. For example, if you were searching Pinterest for the Canadian astronaut, Chris Hadfield, then:

- **All Pins** would include any *individual Pins about* Chris Hadfield on Pinterest
- **Your Pins** would include all the Pins on *your* Pinboards about Chris Hadfield
- **Boards** would include Pinboards that have been *named* "Chris Hadfield"
- **Pinner**s would be *individual people (or organizations) called* Chris Hadfield



Pinterest 101



We started by searching Pinterest using the term “Education”. There were thousands of Pins with classroom ideas, teaching resources and strategies, educational infographics, inspirational quotations and much more. We further refined our search by entering the terms “adult basic education”, “online teaching”, and “inspirational quotes” and found many excellent boards to follow.

In April 2014, Pinterest introduced an enhanced way to search called “Guided Search”. Watch this video called “[Introducing Guided Search](#)” to learn all about it.

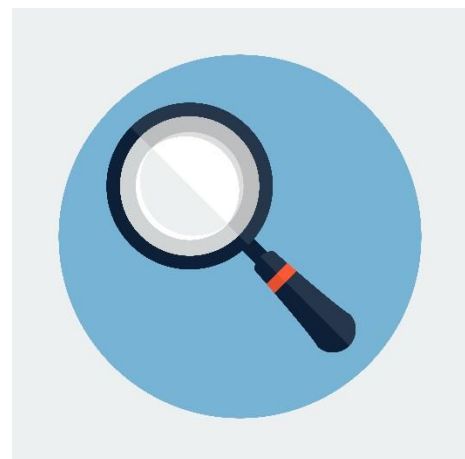
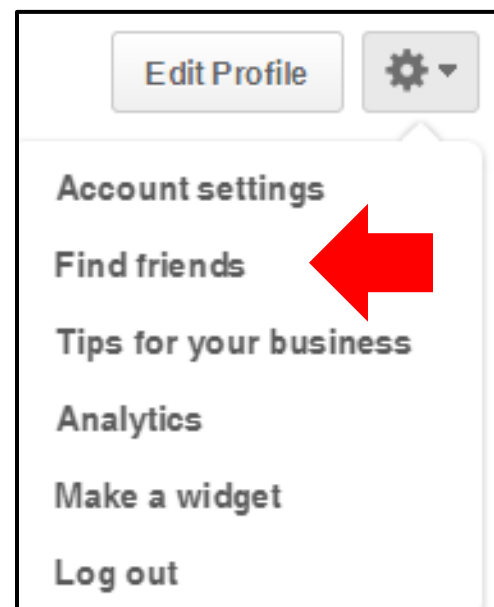
Find Your Friends

To get started, click under Pinterest’s “*Find Friends*” feature. This can be accessed by clicking on the wheel, or down arrow, located at the top right corner.

If you have linked your Pinterest account to your other social media accounts, then your Twitter or Facebook friends who are also on Pinterest will automatically appear under “Invite Friends”. Merely click “Follow” to easily link with people and organizations in your pre-existing social networks.

If you have not linked to your social media accounts (or if you do not use other types of social media), then search for your friends (individual and organizational) under the search feature mentioned above using the category of “**Pinner**” (since Pinner refers to the individual or organization who has created a Pinterest account).

And please be sure to follow the Pinterest account of [Community Literacy of Ontario](#) – we will definitely follow you back!

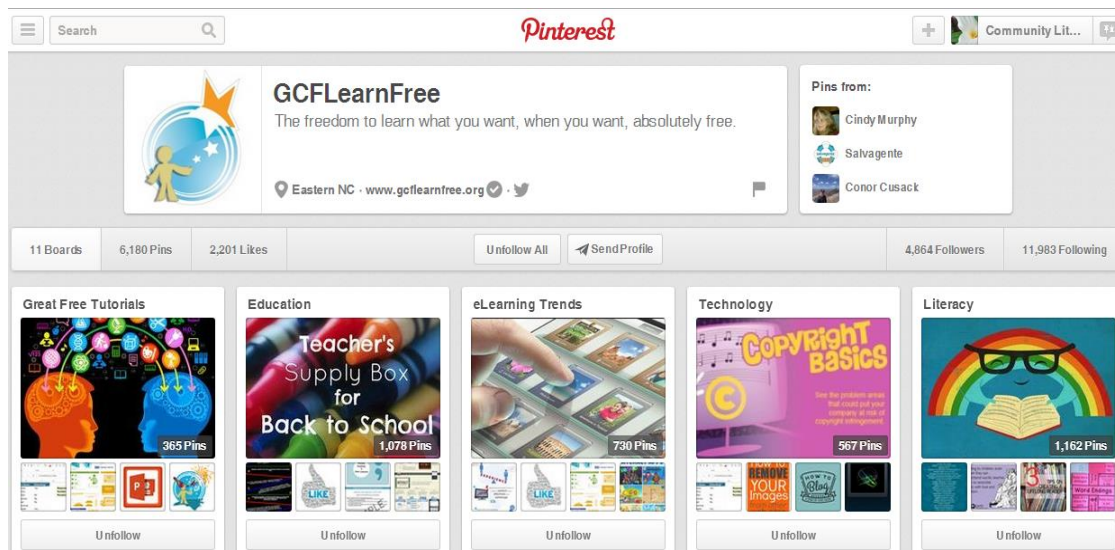


Pinterest 101



Learn from Others

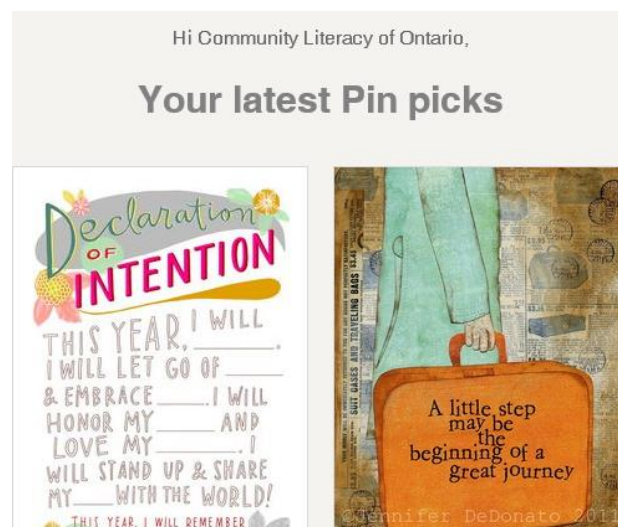
As you find boards and Pinners with pictures you value, click on who they are following for ideas. For example, CLO admires the work of [GCF LearnFree](#) so we visited their site, clicked under “Following”, and found several great boards to follow.



Let Pinterest Show You the Way

As you follow boards and add Pins, Pinterest will suggest similar Pins and boards for you to follow, based on your interests.

As well, Pinterest will send you a weekly email with their suggestions for new boards you might like to follow, based on the types of boards you are already following. If you don't want to receive these suggestions from Pinterest, you can easily unsubscribe from these emails.



Pinterest 101



Step 4: Create Some Boards

Next you can have fun creating boards for your Pinterest account!

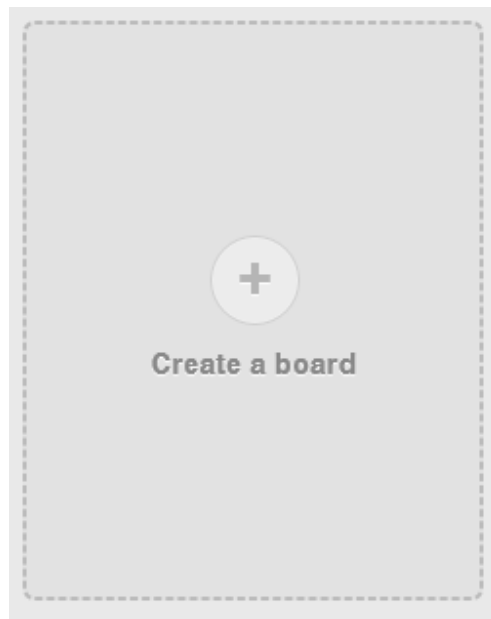
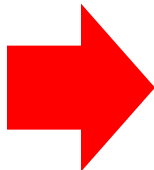
To create your first board, go to your Pinterest home page and click on "Create a board".



Community Literacy of Ontario

Barrie, Ontario, Canada · www.communityliteracyofontario.ca ·

Community Literacy of Ontario is a network of community-based literacy agencies. We believe in the importance of literacy, lifelong learning and community.



Pinterest 101



Next, the “Create a Board” screen will appear. Simply fill out all of the required information and click “Create Board”.

Be sure to choose a clear and concise name for your board and write a helpful and engaging description of the content.



Create a Board ✕

Name


Description

Category

Add a map? No

Keep it secret? No [Learn more](#)

Who can add Pins? [Learn more](#)

 **Community Literacy of Ontario**
you created this board



Pinterest 101

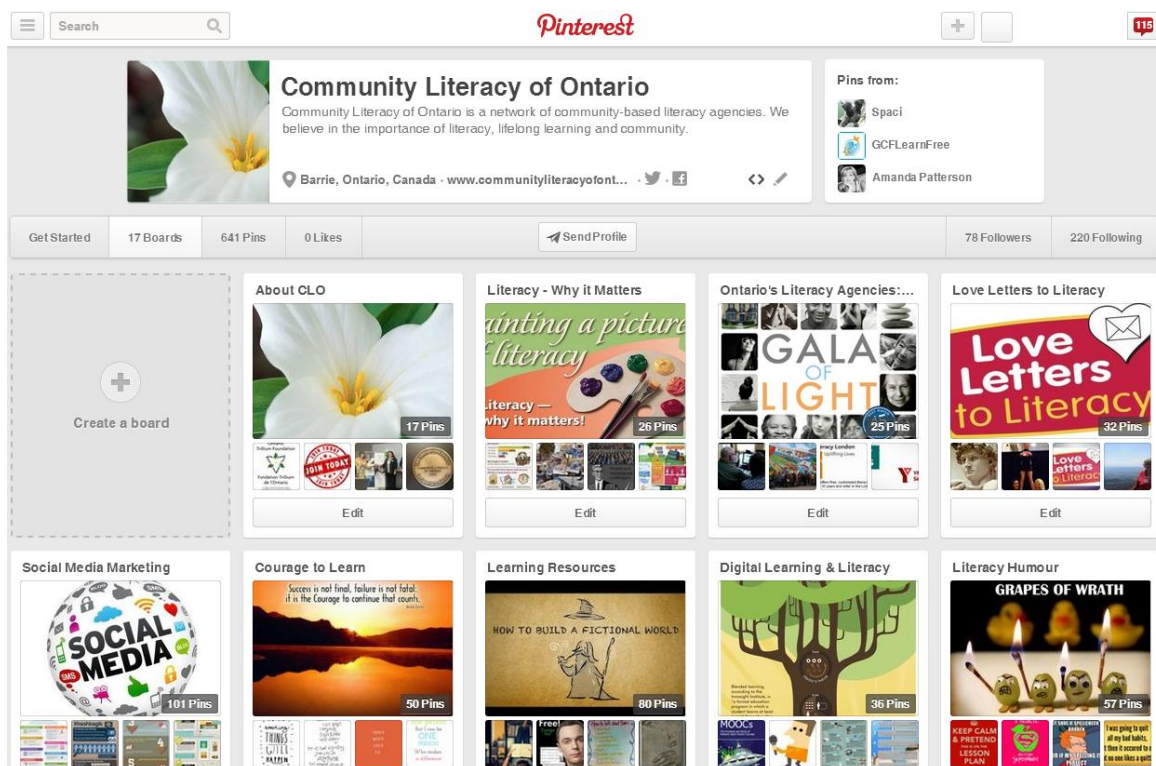


It was tempting to randomly create interesting boards from all of the wonderful pictures and resources available on Pinterest. However, we instead chose to develop CLO's goals for using Pinterest. You could also link your goals to your organization's communications, marketing, and social media strategies (if available). Be sure to keep in mind that you can easily add new boards and Pins, delete or rename boards, and delete, rename or move Pins to other boards.

In the end, our goals for Community Literacy of Ontario's Pinterest account are to:

1. Promote CLO
2. Showcase adult students
3. Promote community-based literacy programs
4. Promote adult literacy and learning
5. Share learning resources
6. Promote resources from CLO's "Social Media Marketing" project
7. Share helpful resources for nonprofit organizations
8. Share some literacy humour

Based on these Boards goals, here are some of the boards we created for CLO:



Pinterest 101



Each board will need a clear name and an interesting description. Here is the name and description of our “Love Letters to Literacy” board:

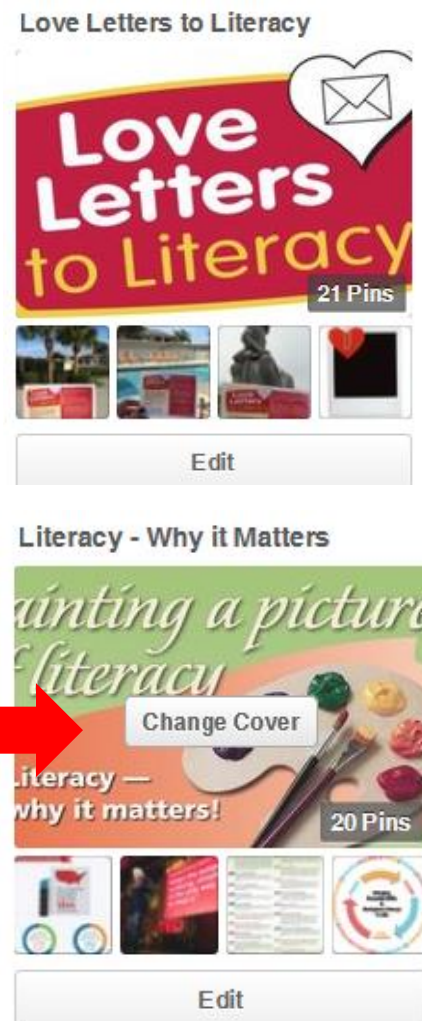


Each of your boards will have a board cover (the picture people will see when they look at your board). Bright and engaging images are ideal as covers, since they are more likely to quickly engage people. Here’s is the cover for CLO’s “Love Letters to Literacy” board.

Pinterest automatically selects the first picture you post as your board cover. However, you can easily select any picture to serve as your cover. Merely move the mouse over your board and click on the “change cover” option that automatically appears. Scroll through the various pictures within your board and select your favourite one as the cover.

You can add and delete boards at any time. For example, as we added Pins to our “*Learning Resources*” board, we found that we needed to create a new board which we called “*Job Search Resources*”.

Watch this valuable 2-minute [video](#) from VideoJug to learn how to make a board on Pinterest. This video will walk you through all of the steps to creating awesome boards yourself.



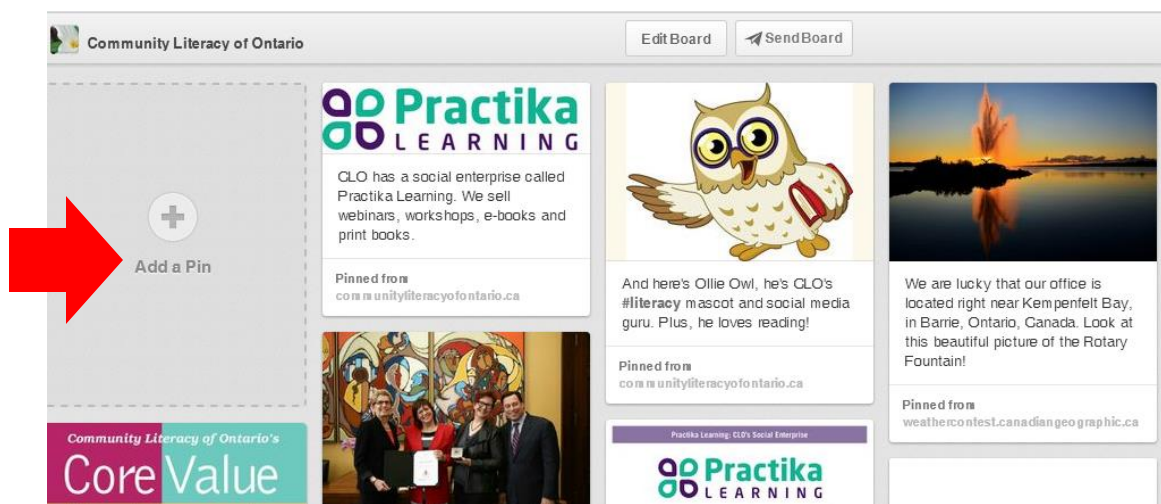
Pinterest 101



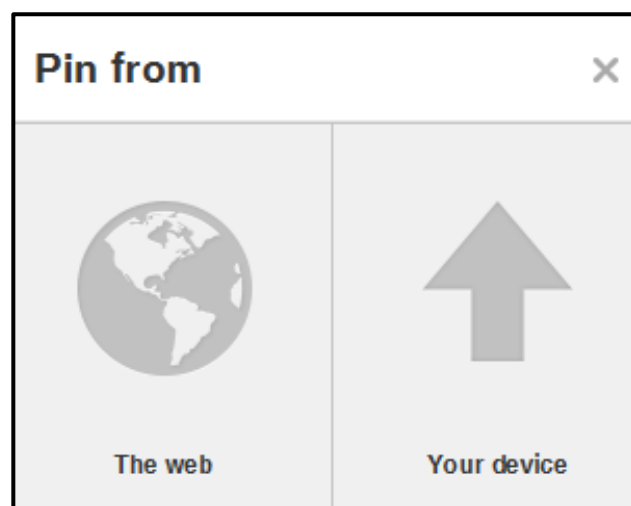
Step 5: Add Some Pins

Once you have developed some boards (and remember, more boards can be added at any time, or existing boards can be deleted or renamed) you can start adding Pins. Pins can be pictures or videos. You can pin your own images stored on your computer or device, and you can easily add images created by others that you find on the web or on Pinterest. Pins can be deleted or moved to different boards at any time. You can also edit or change the description of your Pins at any time. Pins can be posted to multiple boards if desired.

To get started, click on the board where you would like to add a new Pin. Click on “Add a Pin”.



Then, this screen will appear. You can easily add Pins from the web or your computer or other device by following the simple system prompts from Pinterest.



Pinterest 101



If you are uploading a pin from your own computer or other device, be sure to write a clear description of it. In this example, CLO is adding a Pin to its “Literacy – Why It Matters” board.

Board	Literacy - Why it Matters	
Description	Here are 20 economic and social reasons why #literacy matters	

You can also easily add Pins from people you follow on Pinterest. Anytime you find a Pin that you would like to add to your own board, just click the red “Pin it” button. It really is that easy!

Pinterest will then ask you to pick one of your boards to pin the image to. You can use the description



Pick a board		
Board	Learning Resources	
Description		
Place	Add location to this Pin	
<input type="checkbox"/> Post to Twitter	Close	Pin it



Pinterest 101



written by the original Pinner, or you can develop your own.

Try to only use good quality images and ensure that each Pin has a clear, grammatically correct description that suits your organization's needs and reflects well on your professionalism. Don't use vague descriptions like "nice picture" but rather write a more helpful description such as "useful resource for teaching math".

Some people include Hashtags in the description, since they are searchable in Pinterest. Hashtags (the symbol # in front of a word) are a way to quickly make a topic easier to find. Hashtags are widely used on Twitter and you can learn more about them in [CLO's Twitter 101](#) module.

As you begin pinning, based on your selections, Pinterest will suggest other Pins, boards and Pinners where you can find images of interest. To add variety and lead you to new sources, check your weekly email from Pinterest for their suggested list of new "Pin picks" that you might like to follow, based on the types of boards and Pins you have already chosen.

In our experience, beautiful pictures, infographics, meaningful quotes and practical videos seem to be extremely popular images on Pinterest. However, most importantly, pin images that reflect your organization's values, mission and goals. And, it is more than okay to have a bit of fun besides!



Happy pinning!





Resources to Learn More about Pinterest

- [How to Get Your Nonprofit Started on Pinterest](#) (via NP Tech for Good)
 - With all the buzz about Pinterest, this comprehensive “how to” tutorial will have your nonprofit up and pinning away in no time, thanks to the sound advice from early adopters such as the National Wildlife Federation, Amnesty International, and Water.org, among others.
- [10 Pinterest Best Practices for Nonprofits](#) (via NP Tech for Good)
 - Non Profit Tech for Good’s article encourages you to apply 10 Pinterest best practices to help increase engagement using images rather than text to communicate.
- [11 Must-follow Nonprofits on Pinterest](#) (via NP Tech for Good)
 - Showcases 11 nonprofits that were successful early adopters of Pinterest.
- [Why I Love Pinterest and Non-profits Should Too](#) (via Social Velocity)
 - Explains the power of Pinterest and why nonprofits are a natural fit with this type of social media.
- [Pinterest for Business](#) (via Pinterest)
 - Pinterest has created helpful web-based resources on topics such as “Getting Started”; “Tools”; “Success Stories” and “Guides” that will help you to use Pinterest as a nonprofit organization.
- [Pinterest 101 Tutorial](#) (via GCF Learn Free)
 - Takes you through what Pinterest is, how it works, its popularity, how to create an account, and how to use it “on the go” with mobile devices.



Pinterest 101



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